

ORDER



KMTV

Orders
Order / Rev: 1281035
Alt Order #: WOC14624234
Product Desc: Awareness
Estimate: 6837
Flight Dates: 04/17/24 - 04/23/24
Original Date / Rev: 04/16/24 / 04/16/24
Order Type: GENERAL

Primary AE: Ethan Brubaker
Sales Office: EWSDC
Sales Region: NAT

Agency Name: Armada Strategies LLC
Buying Contact:
Billing Contact:
 2637 E. Atlantic Blvd
 Pompano Beach, FL 33062

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Big Red Leadership PAC
Demographic: A35+
Product Codes: Non-Ballot Issue
Revenue Code 1: DISC
Revenue Code 2: POL
Revenue Code 3: ISS
Priority: P-3

New Business End:
Advertiser External ID: 272323
Agency External ID: 144505
Unit Code: General
Order Separation: 00:20:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/23/24	24	\$9,750.00	\$8,287.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	24	\$9,750.00	\$8,287.50	0.00
Totals	24	\$9,750.00	\$8,287.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Ethan Brubaker	EWSDC	NAT	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount												
N 1	KMTV	04/17/24	04/23/24	M-F 6-7am News M-F 6-7am News	CM	6-7am	11111--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00												
(Program: 3 NEWS NOW AT 6A) 2Q24 COMSCORE (sell) - OMAHA - 2Q23 average of news at 6a <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>04/17/24</td> <td>04/23/24</td> <td>11111--</td> <td>5</td> <td>\$150.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	04/17/24	04/23/24	11111--	5	\$150.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
04/17/24	04/23/24	11111--	5	\$150.00	0.00																						
N 2	KMTV	04/17/24	04/20/24	Sa 8-10am Sa 8-10am	CM	8-10am	-----1-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00												
(Program: CBS THIS MORNING SAT) 2Q24 COMSCORE (sell) - OMAHA - 2Q23 average of CBS Sat Mornings <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>04/15/24</td> <td>04/21/24</td> <td>-----1-</td> <td>1</td> <td>\$250.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	04/15/24	04/21/24	-----1-	1	\$250.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
04/15/24	04/21/24	-----1-	1	\$250.00	0.00																						
N 3	KMTV	04/17/24	04/21/24	Su 8-930am Su 8-930am	CM	8-930am	-----1	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00												
(Program: CBS SUN MORNING) 2Q24 COMSCORE (sell) - OMAHA - 2Q23 average of CBS Sun Mornings <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>04/15/24</td> <td>04/21/24</td> <td>-----1</td> <td>1</td> <td>\$550.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	04/15/24	04/21/24	-----1	1	\$550.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
04/15/24	04/21/24	-----1	1	\$550.00	0.00																						
N 4	KMTV	04/17/24	04/21/24	Su 930-1030am Su 930-1030am	CM	930-1030am	-----1	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00												
(Program: FACE THE NATION) 2Q24 COMSCORE (sell) - OMAHA - 2Q23 average of Face the Nation <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
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KMTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	KMTV	04/17/24	04/19/24	M-F 10-11am M-F 10-11am	CM	10-11am	-- 1- 1--	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
(Program: PRICE IS RIGHT) 2Q24 COMSCORE (sell) - OMAHA - 2Q23 average of Price is Right															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		04/15/24	04/21/24	-----1			1			\$300.00			0.00		
N 6	KMTV	04/17/24	04/23/24	M-F 12-1230pm News M-F 12-1230pm News	CM	12-1230pm	11- 1---	:30	3	\$325.00	P-2	0.00	NM	3	\$975.00
(Program: 3 NEWS NOW AT NOON) 2Q24 COMSCORE (sell) - OMAHA - 2Q23 average of news at noon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		04/15/24	04/21/24	-- 1- 1--			2			\$500.00			0.00		
N 7	KMTV	04/17/24	04/23/24	M-F 6-7pm News M-F 6-7pm News	CM	6-7pm	111- 1---	:30	3	\$325.00	P-2	0.00	NM	3	\$975.00
(Program: 3 NEWS NOW AT 6P) 2Q24 COMSCORE (sell) - OMAHA - 2Q23 average of news at 6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		04/17/24	04/23/24	11- 1---			3			\$325.00			0.00		
N 8	KMTV	04/17/24	04/22/24	Monday Prime B Monday Prime B	CM	8-9pm	1-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
(Program: NCIS) 2Q24 COMSCORE (sell) - OMAHA - Sep'22-May'23 average of NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		04/17/24	04/23/24	1-----			1			\$1,200.00			0.00		
N 9	KMTV	04/17/24	04/19/24	Friday Prime A Friday Prime A	CM	7-8pm	---- 1--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
(Program: SWAT) 2Q24 COMSCORE (sell) - OMAHA - Oct'22-May'23 average of SWAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		04/15/24	04/21/24	---- 1--			1			\$800.00			0.00		
N 10	KMTV	04/17/24	04/19/24	Friday Prime C Friday Prime C	CM	9-10pm	---- 1--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
(Program: BLUE BLOODS) 2Q24 COMSCORE (sell) - OMAHA - Oct'22-May'23 average of Blue Bloods															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		04/15/24	04/21/24	---- 1--			1			\$1,000.00			0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KMTV	04/15/24-04/21/24	Friday Prime C			9-10pm	-----F----	:30	(\$1,000.00)	0.00	NM				
See MG 10.2 [Incorrect Inv Code Friday Prime B jv 04.16]															
2	KMTV	04/15/24-04/21/24	Friday Prime B			8-9pm	-----F----	:30	\$1,000.00	0.00	NM				
Ⓜ MG for 10.1 04/19															
N 11	KMTV	04/17/24	04/23/24	M-F 10-1035pm News M-F 10-1035pm News	CM	10-1035pm	- 1111--	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00
(Program: 3 NEWS NOW AT 10P) 2Q24 COMSCORE (sell) - OMAHA - 2Q23 average of news at 10p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		04/17/24	04/23/24	- 1111--			4			\$400.00			0.00		
N 12	KMTV	04/17/24	04/21/24	Su 10-1035pm News Su 10-1035pm News	CM	10-1035pm	----- 1	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
(Program: 3 NEWS NOW AT 10P SUN) 2Q24 COMSCORE (sell) - OMAHA - 2Q23 average of Sun news at 10p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		04/15/24	04/21/24	----- 1			1			\$350.00			0.00		
Totals													24	\$9,750.00	